In the Claims

Claim 1 (Currently Amended): A method for delivering information from a source location on a global communication network to a user location thereon, comprising the steps of:

associating a unique code having no routing information with an advertising action ~~associated with the source location~~;

storing the unique code in a database;

associating with the unique code in the database with routing information over the global communication network to a defined source location on the global communication network;

delivering the unique code to a user;

accessing the database by the user and retrieving the routing information associated with the delivered unique code to the user;

connecting the user to the defined source location associated with the delivered unique code in the database and in accordance with the associated routing information retrieved from the database; and

changing the routing information associated in the database with the delivered unique code to another defined location on the global communication network in response to a previous access of information from the source ~~location and commands transferred to the database from the source location~~, such that a later access of the database will cause the accessing user to be routed to the another defined location.

Claim 2 (Original): The method of Claim 1, wherein the database is stored at a remote location.

Claim 3 (Original): The method of Claim 2, wherein the remote location is disposed on a node on the global communication network, and the step of accessing comprises accessing the database over the global communication network at the remote node and retrieving the associated routing information therefrom over the global communication network.

Claim 4 (Original): The method of Claim 3, wherein the remote location comprises an

intermediate location and the step of accessing comprises the steps of:

transferring the unique code from the user location on the global communication network to the intermediate location;

comparing the received unique code with the database and determining if there is a match therein;

if there is a match, retrieving from the database the routing information associated with the received unique code; and

returning the retrieved routing information to the user location.

Claim 5 (Original): The method of Claim 4, wherein the step of connecting comprises:

receiving the retrieved routing information delivered to the user location from the intermediate location; and

utilizing the received routing information from the intermediate location to define the route over the global communication network to the source location and connecting thereto.

Claim 6 (Original): The method of Claim 1, wherein the step of delivering the unique code to the user comprises delivering the unique code to the user at the user location.

Claim 7 (Original): The method of Claim 1, wherein the step of delivering the unique code to the user comprises not delivering the unique code over the global communication network.

Claim 8 (Original): The method of Claim 7, wherein the step of delivering comprises delivering the unique code to the user through a transmission broadcast which is receivable by the user at the user location.

Claim 9 (Original): The method of Claim 8, wherein the unique code is delivered by encoding the unique code in an audio segment of a relatively short duration.

Claim 10 (Original): The method of Claim 9, wherein the step of accessing includes the step

of receiving the encoded unique code and decoding the received unique code to extract the unique code information therefrom.

Claim 11 (Original): The method of Claim 7, wherein the step of delivering the unique code comprises delivering the unique code through the printed media.

Claim 12 (Original): The method of Claim 1, wherein the step of changing occurs over the global communication network.

Claim 13 (Currently Amended): The method of Claim [[13]] 12, wherein the step of changing comprises:

accessing the database over the global communication network from an advertising control server location on the global communication network; and

transferring updated parameter information comprising a new defined location in association with a predetermined one of the unique codes stored in said database.

Claim 14 (Currently Amended): The method of Claim [[14]] 13, wherein the advertiser control server is associated with a predetermined plurality of unique codes in the database.

Claim 15 (Currently Amended): The method of Claim [[14]] 13, wherein the step of accessing the database comprises a password protection method requiring the input of the password from the advertising control server before access is granted.

Claim 16 (New): A method for receiving information from a source location on a global communication network at a user location thereon, comprising the steps of:

receiving a unique code by a user at the user location on the global communications network, the received unique code having no routing information associated therewith, and the received unique code associated with an advertising action;

accessing a database having a plurality of unique codes stored therein, at least the

received unique code associated in the database with routing information over the global communication network to a defined source location on the global communication network;

the step of accessing the database by the user operable to retrieve the routing information associated with the received unique code in the database to the user at the user location on the global communication network;

connecting the user to the defined source location associated with the delivered unique code in the database and in accordance with the associated routing information retrieved from the database; and

the step of accessing the database and retrieving operable to cause a change of the routing information associated in the database with the delivered unique code to another defined location on the global communication network, such that a later access of the database will cause the accessing user to be routed to the another defined location.

Claim 17: (New) The method of Claim 16, wherein all of the plurality of unique codes in the database are associated with defined locations on the global communications network.

Claim 18: (New) The method of Claim 16, wherein all of the plurality of unique codes in the database are associated with an advertising action.

Claim 19 (New): A method for delivering information from a source location on a global communication network to a user location thereon, comprising the steps of:

storing the unique code in a database;

associating with the unique code in the database with routing information over the global communication network to a defined source location on the global communication network;

delivering the unique code to a user;

accessing the database by the user and retrieving the routing information associated with the delivered unique code to the user;

connecting the user to the defined source location associated with the delivered unique code in the database and in accordance with the associated routing information retrieved from the

database; and

changing the routing information associated in the database with the delivered unique code to another defined location on the global communication network in response to a previous access of information from the source, such that a later access of the database will cause the accessing user to be routed to the another defined location.